

ABSTRACT OF THE DISCLOSURE

The present invention relates to an improved fragrance controlled release system that can be incorporated into anhydrous consumer and cosmetic products such as powder laundry detergents, underarm deodorant or antiperspirant sticks, soap bars, body deodorant powders, foot spray, hygiene sprays, feminine napkin sprays, undergarment sprays, and the like that provides a high intensity odor signal such as a high impact fragrance burst in response to moisture. A selected fragrance is encapsulated in a water-sensitive matrix material. The high impact fragrance burst in response to moisture is achieved by formulating the fragrance or fragrance ingredients that are encapsulated to provide improved fragrance release in response to moisture. The encapsulated fragrance is formulated by combining fragrance ingredients such that their interaction with water results in increasing their relative content in the headspace of the system proximate environment after the system has been exposed to moisture. Examples of suitable fragrance ingredients have $\text{ClogP} \leq 4.0$ and boiling point $\leq 300^\circ \text{C}$. The present invention also can provide multiple fragrance bursts in response to moisture. Multiple fragrance bursts can be achieved by formulating the moisture sensitive matrix material with materials having different dissolution rates. The invention further relates to anhydrous consumer and cosmetic product compositions comprising the improved fragrance controlled release system of the present invention.